



Successful Marketing Practices of 30% Community Scale Builders

Wikipedia: Marketing is *"the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers"*

Issue 8 – Better Technology Doesn't Always Win – How Can We Ensure That Doesn't Happen to High Performance Homes

July 26, 2012



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High Performance Alone Will Not Sell Homes

- Builders need differentiation
 - Consumers are more educated
 - Consumers are not as educated

AN ENERGY STAR® QUALIFIED HOME

Address:
ENERGY STAR qualified home's address

Built by:
Builder company name

Verified by:
Evaluator's first and last name

ENERGY STAR File Number:
Number identifying house as an ENERGY STAR qualified home

Date:
Date evaluation completed

A Service Organization is any organization or person whose role, under a separate contract with National Resources Canada (NRCAN), is to assure ENERGY STAR qualified homes meet strict energy efficiency guidelines set by NRCAN.

www.energystar.gov

KB HOME ENERGY PERFORMANCE GUIDE™

SPEND MORE ← 40% 30% 20% 10% 0% 10% 20% 30% 40% → SAVE MORE

THIS KB HOME INCLUDES:

- ENERGY STAR® U.S. EPA's label for energy efficient performance
- High performance windows and insulation to help reduce heating and cooling needs
- Programmable thermostat to optimize energy usage
- Radiant barrier roofing to help shield the home from the sun
- Independent third party inspection for energy performance rating

YOUR ESTIMATED MONTHLY ELECTRIC AND GAS BILL

\$110

Actual energy consumption and costs may vary.

KB HOME Marschall of Pines 600 Set PLAN 1954

“...fact that bringing a genuinely superior product to the market would be doing the right thing for our customers was the deciding factor in initiating our energy efficiency program.”



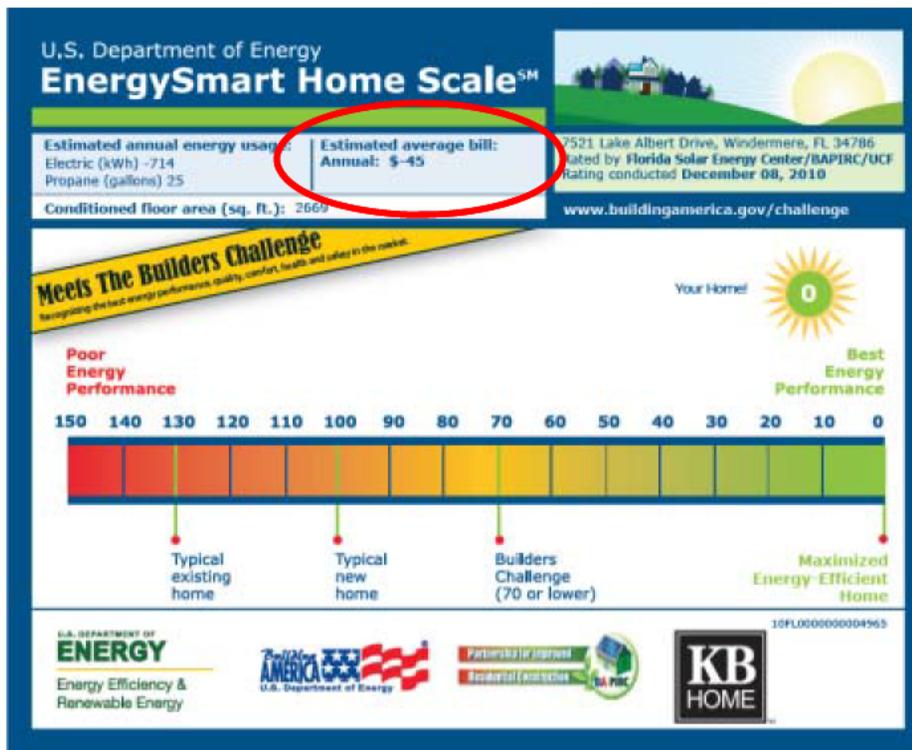
Systems Engineering Approach doesn't sell to the masses Successful Marketing is Key

- Educated Sales team
- Differentiating themselves in recessed economy
- Creative Marketing/Advertising
- Incentives/Branding



Successful Marketing Strategies

- 3 Non-Technical Strategies
 - Show Feature has a benefit



Our monthly utility savings pays for the babysitter . . . for a week!

High Performance
Tommy Williams ^ Homes
"Better than 99% of ALL homes being built in Florida"
- U.S. Department of Energy

LONGLEAF VILLAGE

TommyWilliamsHomes.com/Longleaf

Archer Rd Just West of Tower Rd
335-4140

20 Years
BUSINESS EXCELLENCE

All information regardless of source, including square footage and lot sizes, is deemed reliable but is not guaranteed and should be verified by a personal inspection and/or with the appropriate professional(s).



Successful Marketing Strategies

- 3 Non-Technical Strategies
 - Show Feature has a benefit



What if this...



Allowed you to afford this



Successful Marketing Strategies

- 3 Non-Technical Strategies
 - See for your self



Educate consumer



Show & sell

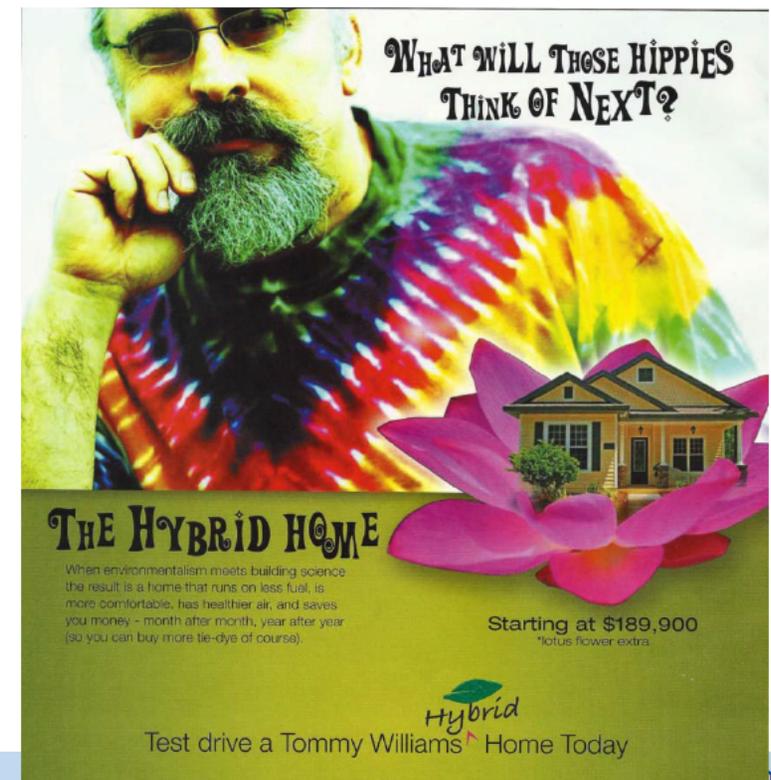


A chance to bond



Successful Marketing Strategies

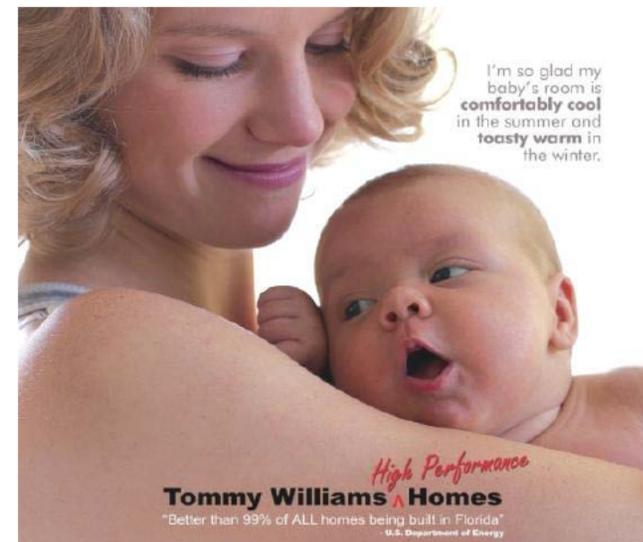
- 3 Non-Technical Strategies
 - Creative Advertising/marketing





Value

- Advertising, Marketing, Educated Sales staff accompany “value” added energy efficiency strategies leads to more home sales in less time
 - Home sales
 - Less call backs
 - Happy Customers
 - Referrals





“BA Way” Resulting in more sales

	TW	Competitor
Sales Price	\$161/ sq. ft.	\$148/ sq. ft.
12/06 – 5/08 sales	44 homes	22 homes
Sales Price	\$130/sq. ft.	\$120/ sq. ft.
2009		
2010	32-36	
2011	19	15
2012 (May)	17	6



“BA Way” Resulting in more sales

Lifestyle Sales Data	
2007	45 homes
2008	26 homes
2009 *	50 homes

Decline

92% increase

*June 2010, pre-sold 8 Builders Challenge Homes in 4 months

“We owe a lot of our success in recent years to the support and encouragement we have received from FSEC. **They introduced us to the whole idea of positively differentiating our homes by making them dramatically more energy efficient.** Having sold us on the idea, they then taught us how to build our guaranteed [HERS 60 SunSmart](#)(SM) and truly remarkable [Net Zero Energy SunSmartPV](#)(SM) homes step by step.”



“BA Way” Resulting in more sales



“Z –Row” – Street/row of zero energy, high performance homes



Pros and Cons

- “Making a significant contribution to family health and environmental preservation is a happy by-product of our value-driven, energy efficiency marketing strategy.” -LH
- Con – widgets & single product solicitation (non-systems approach) compromise partners’ progress -TWH



References

- Thomas-Rees, S., Louis, T., Fonorow, K., *If You Build It They Will Come, But Will They Buy*, Home Energy Magazine, May/June 2011
- Abernethy, R., S. Chandra, S. Baden, J. Cummings , et al. "Building America Industrialized Housing Partnership (BAIHP II) Final Report, Florida Solar Energy Center, 2011
- http://en.wikipedia.org/wiki/Marketing#Further_definitions